



CELEBRATING ANOTHER Successful SIX MONTHS!

ON THE RED CARPET :: Skinnygirl® Cocktails stole the spotlight during the awards season.



E! SPONSORSHIP AND CUSTOM ON-AIR VIGNETTE WAS SEEN BY over 4.3 MILLION VIEWERS

Best USE OF SOCIAL MEDIA



AND LEVERAGED E! CELEBRITY TALENT ROSS MATTHEWS

#LADIESINRED

3RD MOST RE-TWEETED BRAND DURING OSCARS 2013

Mentions on Twitter during the Oscars: 840

DRIVING \$45,000 in DONATIONS



130,866

DIRECT ENGAGEMENTS

with brand content on FACEBOOK & TWITTER: 34,756 FAN ACQUISITIONS

THAT'S MORE THAN 10X THE LIVE AUDIENCE FOR THE OSCARS

394 pieces of curated shareable CONTENT from Skinnygirl Cocktails INSIDERS

1.4 MM

Total IMPRESSIONS across blogs online sites, Tweets, Facebook posts, and Pinterest boards from the Skinnygirl Cocktails blogger program

that's... 2X THE POPULATION OF BOSTON

MEET THE NEW GIRLS :: Four new Skinnygirl® Cocktails gave fans plenty to talk about.

12,555,547 SOCIAL IMPRESSIONS MADE in 6 HRS REACHING NEARLY 8X THE POPULATION OF MANHATTAN

82 BRAND POSTS (78 FB, 4 TW) 84% MORE ENGAGEMENT* 515 HASTAG mentions Helped get more than 100 loyal fans to the New York event.



A FEW INFLUENTIAL FRIENDS :: Selected bloggers kept Skinnygirl® Cocktails in conversations... and on shelves.

150,000+

TOTAL ENGAGEMENTS THE INSIDERS HOSTED 12 parties



WITH OVER 100 BOTTLES SERVED

700+ PIECES OF CONTENT created by the Insiders (enough to fill 7 Cosmo Magazines)

14 MENTIONS ON THEIR BLOGS

80 mentions of Skinnygirl Cocktails on their social platforms



LAUREN KELLY

Skinnygirl sponsored Lauren's book launch party, which introduced her 100+ guests to new products—like the Skinnygirl wine.

ALSO, LAUREN BOUGHT SO MUCH SKINNYGIRL HERSELF THAT SHE persuaded TWO NEW LIQUOR STORES TO CARRY US ON THEIR SHELVES!



SKINNYGIRL MOSCATO Sangria OUR TOP PERFORMING AND MOST SHARED POST OF THIS YEAR!

RE-PINS 917 LIKES 267 COMMENTS 15 VIEWS 34,514

Acquired REACH

Facebook 41,182+ Instagram 25,749+ Twitter 25,716+

SIX MONTH SNAPSHOT :: A multi-platform effort garnered many new fans and rewarded existing ones.



SKINNYGIRL COCKTAILS is the most searched brand in the Beam portfolio



25,911 SEARCHES NEARLY 3 TIMES MORE than any other brand in THE PRODUCT LOCATOR



3,274 MARGARITA was the top product searched

Since designing Guide articles we've seen a

105% increase in time spent

TOP SECTION: Cocktails 230,735 visits TOP GUIDE ARTICLE: Memorial Day 5,221 visits



on average 40% of time spent on the website is on the guide. 30% of all visits to the Skinnygirl website are to the guide.

TOP PERFORMING POSTS



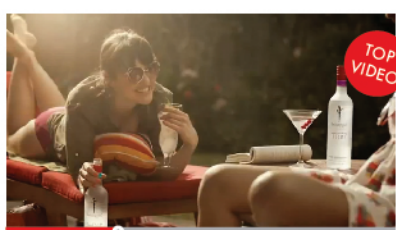
MOTHER'S DAY FOOD RECIPE 8.28% ER 249% AVERAGE ER on all posts



MEMORIAL DAY SKINNYGIRL COCKTAILS Check out our 10 must-have for Memorial Day, including this Moscato sangria and more from the Skinnygirl Cocktails Insider! http://bit.ly/1U4h3u



TACO'S TAPAS SKINNYGIRL COCKTAILS Throw a fiesta with our new @sashell Margarita and Jumbo Igu! Taco recipe - perfect for date nights, family, or all occasions! http://bit.ly/1L3g0y7



LADYRULES VIEWS: 11,652



1,968 TWEETS 2,536 FOLLOWERS



223 POSTS 862,471 FANS

5% FOLLOWERS IN 2013

11% FANS IN 2013

14,842 COMMENTS

47% FOLLOWERS IN 2013

16 1/2 DAYS WORTH OF VIDEO WATCHED

242,412,837 IMPRESSIONS

399,069 LIKES

45,094 SHARES

23 BOARDS WITH 907 TOTAL PINS

10% TIME SPENT ON WEBSITE